

Community Advisory Board Meeting
WHRO
10 March 2015

Meeting was called to order by Chairman Lance Shavers at 6:16.

Introductions were made by the following members of the Community Advisory Board:

Lance Shavers (Chairman)
Cindy Caskey
Betty Wade Coyle
Valeria Jessup
Marcella Germinata
Robert Shapiro
Mary Joe Wilfong

In addition, the following WHRO staff members were present and introduced themselves:

Nancy Rogan, Director of Community Engagement
Barbara Hamm-Lee, Host & Executive Producer of Another View
Heather Mazoni, Vice President of Content
Lisa Godley, Producer
Shannon Bowman, Social Media Producer
Morgan Chase, Producer
Edward Joyce, Volunteer

December minutes were adopted without dissent.

Robert Shapiro mentioned that WHRO received the Global Diplomacy Award this past Sunday from the Sister City Group.

Social Media - Shannon Bowman provided updates:

The Scene –

- Last video of first series complete. Next twelve videos funded and production is beginning. Plan is to have three videos from each of the local cities. Launch is set for May.
- Played latest The Scene video on Walt Taylor, Virginian Pilot editorial comic artist.

Let's Eat – New lifestyle page of web-site has had 89,000 visitors per month for the past few months.

Requested that if anyone is interested in writing articles for either web page that she would gladly obtain tickets for artist or foodie events.

Workforce Development, Skills On Line and Another View – Barbara Hamm-Lee provided updates:

Workforce Development –

- Grants from the Corporation for Public Broadcasting and the Hampton Roads Foundation have funded the first of five modules, Digital Citizenship, which is in production. Should be fielded around the end of June.
 - o Self paced and blended model for administering modules.
 - o Modules development is based on findings of the Weldon Cooper Report which identifies 21 skills that employers are seeking workforce training on. Additionally, two modules are WHRO original modules.
- In search of more funding. \$300,000 out of \$1.2 million already secured.

Skills On Line – 3,500 courses available with 300 courses that lead to certain workforce certificates.

Another View radio show – New Initiative starting this coming fall will be “Race, Let’s Talk About It” a monthly radio show to include a web series. The goal is to get people talking and focus on solutions.

Radio and Television Programming was briefed by Heather Mazzoni:

Radio –

- Mal Vincent is beginning a series as the stations roving arts reviewer/reporter starting with a review of the Taming of The Shrew today.
 - o Will be presented every Thursday on Hearsay with Kathy Lewis and POD cast on WHRO on Friday and Sundays.

Television –

- Video preview of “A Jewish History of Tidewater” which will be broadcast on March 11th at 8 PM. WHRO original production.
- Video preview of “Twice Born the Special Delivery Unit” a 3 part series beginning on Tuesday the 31st of March. One of the families is from Norfolk.
- Video preview of upcoming Masterpiece Theater series “Wolf Hall” which is a retelling of the history of Henry VIII from the perspective of his advisor Thomas Cromwell which begins on April the 5th. There will be a staff screening of the first episode on the 20th of March, this screening is open to the public.
- Video preview of “Last Days in Vietnam” which will air at 9:00 PM on Tuesday the 28th of April. There will be a concurrent on-line, interactive screening.
 - o Marcella Germinata recommended reaching out to Scott Rigell’s office.
- Cancer the Emperor of all Maladies documentary will have a WHRO screening open to the public, please register on-line and hurry as 1/3 of the seats are already taken.

WHRO’s Veterans Coming Home and The Scene websites were awarded Silver Telly awards.

Community Outreach initiatives briefed by Nancy Rogan:

American Graduate (AG) –

- Program funding from the Corporation of Public Broadcasting (CPB) has been invested in developing Workplace Modules.
- Briefed the AG web page and highlighted the two Champions nominated, one was by CAB member Betty Wade Coyle.

- New AG Blog initiated.
 - o Norfolk State University Graduate student, Nelson Weston, is the founding Blog author.

Veterans Coming Home –

- Grant received to provide funding initiatives for the next two years.
- Handout with upcoming veterans programming distributed to everyone in attendance.
- Advised all in attendance that the April Dimensions programming guide will have a large focus on veterans' issues.

Open floor/member discussion:

Chairman Lance Shavers –

- Requested nominations for the following committee leaders:
 - o Membership
 - o Outreach
 - o Social

Nancy Rogan –

- June is last CAB meeting for this FY.
- Reiterated that the CAB is authorized a maximum number of 20 members.
 - o Looking for diversity in membership.
- CAB membership will be a focus of the next CAB meeting.

Robert Shapiro –

- Highlighted the upcoming and second annual PassPORT to Norfolk's Sister Cities event to be held at the Sheraton Norfolk Waterside beginning at 6 PM on the 15th of April. Sponsored by the Norfolk Sister City Association: (An event flyer was provided to all in attendance.)
 - o Celebrity chef cuisine.
 - o International entertainment.
 - o Exotic bazaar.
- Delegation from Toulon will be arriving in April.
- Initiating a young global citizens group, 7th graders.
- Norfolk Sister City Association is looking into partnering with Horizons Hampton Roads and NATO.
- Morgan Chase (WHRO) would like to do a radio segment on Norfolk's Sister Cities.

Next meeting: June 16, 2015 at 6:00 PM at WHRO in Norfolk.

The CAB meeting was adjourned by the Chairman at 7:23 PM